

EXHIBIT A

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5 OFFICIAL TRANSCRIPT PROCEEDING

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10 FEDERAL TRADE COMMISSION

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MATTER NO. 1323245

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13 TITLE DERMADOCTOR, INC.

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18 PAGES 1 THROUGH 25

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24 QVC SEGMENT ON DERMADOCTOR'S PHOTO DYNAMIC THERAPY LOTION

25 WITH JILL BAUER AND DR. AUDREY KUNIN

1 FEDERAL TRADE COMMISSION

2 I N D E X

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4 RECORDING: PAGE:

5 QVC segment on Photo Dynamic Therapy Lotion 4

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FEDERAL TRADE COMMISSION

In the Matter of:)

DERMAdoctor, Inc.) Matter No. 1323245

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Date Unknown

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The following transcript was produced from a recording provided to For The Record, Inc. on 2014.

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1 P R O C E E D I N G S

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3 QVC SEGMENT ON PHOTO DYNAMIC THERAPY LOTION

4 ON SCREEN: A-214072

5 NEW TODAY

6 DERMAdoctor

7 Photo Dynamic

8 Therapy

9 Lotion

10 1 oz.

11 QVC Price

12 \$85.00 (slashed)

13 Featured Price

14 \$77.28

15 S&H \$5.22

16 QVC 30-Day Money Back Guarantee

17 800-345-1515 QVC.com beauty prescription

18 JILL BAUER: I am so excited about our next
19 product because I have to tell you, already a hundred of
20 you have dialed in, and all of you watching who love skin
21 care and love to try products, none of you have a product
22 that's going to do for your skin what this does. It is
23 from our DERMAdoctor line, which is a line of outstanding
24 products developed by dermatologist Dr. Audrey Kunin, who
25 is with us for the show tonight.

1 ON SCREEN: A-214072
2 NEW TODAY
3 DERMAdoctor
4 Photo Dynamic
5 Therapy
6 Lotion
7 1 oz.
8 QVC Price
9 \$85.00 (slashed)
10 Featured Price
11 \$77.28
12 S&H \$5.22
13 QVC Dr. Audrey Kunin DERMAdoctor
14 President and founder of DERMAdoctor
15 Author, clinician, educator
16 JILL BAUER: I have to tell you -- hi there,
17 first of all. Great to see you again.
18 DR. AUDREY KUNIN: Oh, it's so wonderful to see
19 you, Jill.
20 JILL BAUER: Love her. She's so great.
21 ON SCREEN: A-214072
22 NEW TODAY
23 DERMAdoctor
24 Photo Dynamic
25 Therapy

1 Lotion
2 1 oz.
3 QVC Price
4 \$85.00 (slashed)
5 Featured Price
6 \$77.28
7 S&H \$5.22
8 QVC 30-Day Money Back Guarantee
9 800-345-1212 QVC.com beauty prescription
10 Automated Ordering
11 JILL BAUER: And you love her, too, because
12 you've been following her on blogs and everything for
13 years.
14 This product has received so much press.
15 ON SCREEN: Product description as above
16 QVC 30-Day Money Back Guarantee
17 800-345-1515 QVC.com beauty prescription
18 JILL BAUER: I have paragraphs to read. But
19 let me just tell you, how about a product that's a total
20 multitasker, how about a product that has been on the Dr.
21 Oz show, how about a product that's been on the Today
22 Show on a segment called "Best Anti-Aging Products for
23 2011."
24 ON SCREEN: Product description as above
25 QVC 30-Day Money Back Guarantee

1 800-345-1212 QVC.com beauty prescription
2 Automated Ordering
3 JILL BAUER: How about one online reporter who
4 said, if the beauty industry held a science fair, this
5 product would win first place.

6 ON SCREEN: Product description as above

7 QVC 30-Day Money Back Guarantee

8 800-345-1515 QVC.com beauty prescription

9 JILL BAUER: What is this you might ask? It's
10 called Photo Dynamic Therapy Lotion. It's out on the
11 retail market for \$85. We have it for \$77.28.

12 I'm going to hand it over to you, Dr. Kunin, to
13 tell us --

14 DR. AUDREY KUNIN: Okay.

15 JILL BAUER: -- what is this, what's going to
16 happen when I use it, what is so exciting about this new
17 product.

18 DR. AUDREY KUNIN: I am thrilled to be here and
19 share this brand new technology.

20 ON SCREEN: Product description as above

21 QVC 30-Day Money Back Guarantee

22 800-345-1212 QVC.com beauty prescription

23 Automated Ordering

24 DR. AUDREY KUNIN: You're -- Jill, you're
25 correct. You won't find this anywhere else.

1 ON SCREEN: Product description as above
2 Dr. Audrey Kunin DERMAdoctor
3 President and founder of DERMAdoctor
4 Author, clinician, educator
5 DR. AUDREY KUNIN: Photo Dynamic Therapy is a
6 light-emitting laser lotion. What does that mean? It is
7 a red light emitting lotion.

8 ON SCREEN: Product description as above
9 QVC 30-Day Money Back Guarantee
10 800-345-1212 QVC.com beauty prescription
11 Automated Ordering
12 JILL BAUER: Okay.

13 DR. AUDREY KUNIN: It's rejuvenating. Red
14 light rejuvenates. It's anti-aging.

15 ON SCREEN: Product description as above
16 QVC 30-Day Money Back Guarantee
17 800-345-1515 QVC.com beauty prescription
18 DR. AUDREY KUNIN: And never before has anyone
19 ever been able to put it into a lotion. And I have
20 worked in the lab for years --

21 JILL BAUER: Yeah.

22 DR. AUDREY KUNIN: -- to try to find a way.

23 JILL BAUER: That's your passion, right?

24 DR. AUDREY KUNIN: That is my passion.

25 JILL BAUER: Yeah.

1 DR. AUDREY KUNIN: And, so, this patented
2 formulation is going to deliver that anti-aging red light
3 for seven hours to the skin.

4 ON SCREEN: Product description as above

5 QVC 30-Day Money Back Guarantee

6 800-345-1212 QVC.com beauty prescription

7 Automated Ordering

8 JILL BAUER: Wow. So, what's so interesting
9 here is there's never been a way to get this red light
10 therapy at home before, which I think is huge. And,
11 again, what is red light used for? You can talk to us
12 about that.

13 ON SCREEN: Product description as above

14 QVC 30-Day Money Back Guarantee

15 800-345-1515 QVC.com beauty prescription

16 DR. AUDREY KUNIN: That's right. Red light is
17 anti-aging. It's rejuvenating. What we're using this
18 product for, it's clinically proven to help, in four
19 weeks, improve elasticity. If you're worried about your
20 fine lines and wrinkles, if you're worried about dryness
21 and roughness of your skin --

22 ON SCREEN: Product description as above

23 QVC 30-Day Money Back Guarantee

24 800-345-1212 QVC.com beauty prescription

25 Automated Ordering

1 DR. AUDREY KUNIN: -- if you want to restore
2 the brilliance, even out your skin tone.

3 JILL BAUER: Wow.

4 DR. AUDREY KUNIN: Photo Dynamic Therapy
5 contains that brand new, cutting edge red light therapy
6 to give you these amazing results.

7 ON SCREEN: Product description as above

8 QVC 30-Day Money Back Guarantee

9 800-345-1515 QVC.com beauty prescription

10 JILL BAUER: Here's what I -- and here's what
11 we're going to show you right here.

12 DR. AUDREY KUNIN: Yes.

13 JILL BAUER: So, talk to me about what I'm
14 seeing.

15 DR. AUDREY KUNIN: Yes.

16 JILL BAUER: Because this, I think, might make
17 a click in your brain on.

18 DR. AUDREY KUNIN: That's right.

19 JILL BAUER: What do they mean it's red light?
20 I don't get it.

21 DR. AUDREY KUNIN: Okay.

22 JILL BAUER: So, what's happening here when
23 light hits this product?

24 DR. AUDREY KUNIN: Exactly. A picture is worth
25 a thousand words. So, on the top, you have 100 percent

1 raw, active powder.

2 ON SCREEN: Product description as above

3 QVC 30-Day Money Back Guarantee

4 800-345-1212 QVC.com beauty prescription

5 Automated Ordering

6 DR. AUDREY KUNIN: It's the noni fruits, which

7 is tropical. But under a controlled lab situation, you

8 can see that the powder is actually capturing light

9 around it and emitting that red glow. It is that red

10 light that is helping improve the appearance of your

11 lines and wrinkles.

12 ON SCREEN: Product description as above

13 QVC 30-Day Money Back Guarantee

14 800-345-1515 QVC.com beauty prescription

15 DR. AUDREY KUNIN: That's -- and it is

16 clinically proven in just four weeks.

17 And here's how you use it. You see me here

18 with a patient applying it to the skin.

19 JILL BAUER: Mm-hmm, yeah.

20 DR. AUDREY KUNIN: Again, look at that red

21 glow. Now, your skin's not going to glow red at home.

22 JILL BAUER: Right. You're using a controlled

23 light.

24 DR. AUDREY KUNIN: Right.

25 JILL BAUER: Yeah.

1 ON SCREEN: Product description as above
2 QVC 30-Day Money Back Guarantee
3 800-345-1212 QVC.com beauty prescription
4 Automated Ordering
5 DR. AUDREY KUNIN: This is to show you how the
6 product actually works.

7 JILL BAUER: Wow. So, you're going to use this
8 all over a clean face.

9 ON SCREEN: Product description as above
10 QVC 30-Day Money Back Guarantee
11 800-345-1515 QVC.com beauty prescription
12 DR. AUDREY KUNIN: That's right.

13 JILL BAUER: Day time only.

14 DR. AUDREY KUNIN: Yes.

15 JILL BAUER: It's my moisturizer, it's my sun
16 protection, and I'm getting the benefits of this red
17 light therapy.

18 DR. AUDREY KUNIN: This is the future now in
19 lotion form.

20 JILL BAUER: Now, we talk about this being,
21 quote, unquote, "solar powered."

22 DR. AUDREY KUNIN: That's right.

23 JILL BAUER: But we don't want you to think --
24 because you'll even see that as you read about it. It
25 says sunlight activated. But what you need to understand

1 is we're not saying you need to go out into the sun.

2 DR. AUDREY KUNIN: No, absolutely not.

3 JILL BAUER: It's really light activated.

4 DR. AUDREY KUNIN: It is light activated.

5 ON SCREEN: Product description as above

6 QVC 30-Day Money Back Guarantee

7 800-345-1212 QVC.com beauty prescription

8 Automated Ordering

9 JILL BAUER: That's light from your lamp in
10 your bedroom, that's light from your office, that's light
11 from your computer.

12 DR. AUDREY KUNIN: You're walking the dog --

13 JILL BAUER: That's any type of light. Yeah.

14 DR. AUDREY KUNIN: -- you're driving to the
15 soccer game, you -- I'm a dermatologist. I don't want
16 you going to seek extra sun.

17 ON SCREEN: Product description as above

18 QVC Dr. Audrey Kunin DERMAdoctor

19 President and founder of DERMAdoctor

20 Author, clinician, educator

21 JILL BAUER: Right.

22 DR. AUDREY KUNIN: It's normal, everyday
23 activity. It's going to allow this light emitting laser
24 lotion to --

25 JILL BAUER: Wow.

1 DR. AUDREY KUNIN: -- deliver the impact of
2 improving the fine lines and wrinkles, and clinically
3 proven to firm the skin, restore elasticity in just four
4 weeks time.

5 ON SCREEN: Product description as above
6 QVC 30-Day Money Back Guarantee
7 800-345-1515 QVC.com beauty prescription
8 JILL BAUER: And, remember, this technology has
9 never been made available before. It's never been
10 available so that you can get the benefits of red light
11 at home. So, this is going to be part of your skin care
12 regimen. Frankly, Dr. Kunin has made your morning
13 routine so much easier.

14 ON SCREEN: Product description as above
15 QVC 30-Day Money Back Guarantee
16 800-345-1212 QVC.com beauty prescription
17 Automated Ordering
18 JILL BAUER: You're going to wash your face
19 and you're going to put on your Photo Dynamic Therapy
20 Lotion --

21 ON SCREEN: Product description as above
22 QVC 30-Day Money Back Guarantee
23 800-345-1515 QVC.com beauty prescription
24 JILL BAUER: -- because it's your moisturizer,
25 it's going to be your SPF. You're going to be getting

1 the benefits of that red light technology.

2 DR. AUDREY KUNIN: That's right. That anti-
3 aging light.

4 JILL BAUER: All in one product.

5 DR. AUDREY KUNIN: That's right.

6 JILL BAUER: And, remember, did you hear all
7 the things that this is also going to help with. You
8 talked about brightening, you talked about firmness, you
9 talked about hydration, you talked about skin tone.

10 ON SCREEN: Product description as above

11 QVC 30-Day Money Back Guarantee

12 800-345-1212 QVC.com beauty prescription

13 Automated Ordering

14 JILL BAUER: Not seven different products
15 trying to achieve that.

16 DR. AUDREY KUNIN: No.

17 JILL BAUER: Just this.

18 DR. AUDREY KUNIN: I'm all about simplicity.
19 I'm a busy mom.

20 JILL BAUER: Yeah.

21 DR. AUDREY KUNIN: I'm a working mom. I'm a
22 dermatologist. And I'm about make it simple, but make it
23 effective. And that's why Allure Magazine and People
24 Style Watch --

25 JILL BAUER: Mm-hmm.

1 ON SCREEN: Product description as above
2 QVC 30-Day Money Back Guarantee
3 800-345-1515 QVC.com beauty prescription
4 DR. AUDREY KUNIN: -- and Self Magazine and --
5 I was actually asked -- I had the privilege of giving an
6 exclusive to the Dr. Oz Show to launch this brand new
7 technology to the world.

8 ON SCREEN: Product description as above
9 QVC Dr. Audrey Kunin DERMAdoctor
10 President and founder of DERMAdoctor
11 Author, clinician, educator
12 JILL BAUER: And she's going to be a
13 contributor on Dr. Oz, as well.

14 DR. AUDREY KUNIN: I am a contributor now.

15 ON SCREEN: Product description as above
16 QVC 30-Day Money Back Guarantee
17 800-345-1515 QVC.com beauty prescription

18 JILL BAUER: So, you'll see that, as well.

19 DR. AUDREY KUNIN: It's very exciting.

20 JILL BAUER: But I think, you know, when you
21 see a product like this on the Today Show, which could
22 pick anything to use --

23 ON SCREEN: Product description as above
24 QVC 30-Day Money Back Guarantee
25 800-345-1212 QVC.com beauty prescription

1 Automated Ordering

2 JILL BAUER: -- and they name it one of their
3 best anti-aging beauty products for the year, that's --

4 DR. AUDREY KUNIN: That's right.

5 JILL BAUER: -- huge. I love the line. Again,
6 if there was a beauty science fair, this product would
7 win first place, because it's unbelievable technology.
8 There's fewer than 500 now to go around.

9 ON SCREEN: Product description as above

10 QVC 30-Day Money Back Guarantee

11 800-345-1515 QVC.com beauty prescription

12 JILL BAUER: Is there anyone who shouldn't be
13 using this, any skin type, any age, any skin issues, who
14 wouldn't benefit from what you've done here?

15 DR. AUDREY KUNIN: I believe that everyone by
16 their 21st birthday should start an anti-aging regimen.

17 JILL BAUER: Mmm.

18 DR. AUDREY KUNIN: But who isn't worried about
19 their lines --

20 JILL BAUER: Yeah.

21 DR. AUDREY KUNIN: -- their wrinkles? Who
22 doesn't want firmer skin?

23 ON SCREEN: Product description as above

24 QVC 30-Day Money Back Guarantee

25 800-345-1212 QVC.com beauty prescription

1 Automated Ordering

2 JILL BAUER: Mm-hmm.

3 DR. AUDREY KUNIN: Who doesn't want to restore
4 elasticity, brightness, even skin tone?

5 JILL BAUER: Right.

6 DR. AUDREY KUNIN: To look healthy, gorgeous,
7 confident, youthful.

8 JILL BAUER: And when we talk about the red
9 light technology in here, Dr. Kunin, like how long is
10 this working for me over the course of a day?

11 ON SCREEN: Product description as above

12 QVC 30-Day Money Back Guarantee

13 800-345-1515 QVC.com beauty prescription

14 DR. AUDREY KUNIN: Okay, it's all about
15 simplicity. You apply it once. During the day, when you
16 get up and --

17 JILL BAUER: It goes right in.

18 DR. AUDREY KUNIN: -- you cleanse, seven hours.
19 For seven hours, you're going to see that red -- well,
20 you won't see it, but the red glow will be working --

21 JILL BAUER: Yeah.

22 DR. AUDREY KUNIN: -- so that your skin is
23 becoming more youthful-looking, so that those lines are
24 going away.

25 ON SCREEN: Product description as above

1 QVC 30-Day Money Back Guarantee
2 800-345-1212 QVC.com beauty prescription
3 Automated Ordering
4 DR. AUDREY KUNIN: Again, who doesn't want
5 gorgeous, healthy, youthful skin. And red light is the
6 future of anti-aging skin care.

7 And, now, you can get it at home in a simple
8 one-application-a-day --

9 JILL BAUER: Yeah.

10 DR. AUDREY KUNIN: -- lotion form.

11 JILL BAUER: And, again, so this is -- there
12 you can see.

13 ON SCREEN: Product description as above

14 QVC 30-Day Money Back Guarantee

15 800-345-1515 QVC.com beauty prescription

16 JILL BAUER: You've got the 100 percent pure
17 ingredient --

18 DR. AUDREY KUNIN: Right.

19 JILL BAUER: -- there at the top.

20 DR. AUDREY KUNIN: Right.

21 JILL BAUER: Right. That's the active
22 ingredient. And then why do we see the purple glow
23 down below? By the way, it's limited. But what are we
24 looking at there?

25 DR. AUDREY KUNIN: That is the red light being

1 actually emitted from the powder. Remember, any little
2 light that you're exposed to during the day --

3 ON SCREEN: Product description as above

4 QVC 30-Day Money Back Guarantee

5 800-345-1212 QVC.com beauty prescription

6 Automated Ordering

7 DR. AUDREY KUNIN: -- normal activity, grocery
8 shopping, being in your office, sitting in your kitchen.

9 But when you apply it, it's so easy. Who doesn't know
10 how to apply a lotion? But the red glow is restoring
11 those wrinkles and it is -- or improving the appearance
12 of --

13 JILL BAUER: Yeah.

14 DR. AUDREY KUNIN: -- the wrinkles, I should
15 say. It's firming.

16 ON SCREEN: Product description as above

17 QVC 30-Day Money Back Guarantee

18 800-345-1515 QVC.com beauty prescription

19 DR. AUDREY KUNIN: It's clinically proven to
20 firm and improve the elasticity in just four weeks.

21 JILL BAUER: Here's what you need to know.
22 It's A-214072. We started with close to a thousand of
23 these. We don't have a lot of them left to go around.
24 We have such a great price on this. Again, it's normally
25 \$85 out in the marketplace. We have it for \$77.28.

1 ON SCREEN: Product description as above
2 QVC 30-Day Money Back Guarantee
3 800-345-1212 QVC.com beauty prescription
4 Automated Ordering
5 JILL BAUER: It's been very, you know, talked
6 about, as we've mentioned. But, again, it contains
7 ingredients and will do things for your skin that no
8 other product out there can do.

9 ON SCREEN: Product description as above
10 QVC 30-Day Money Back Guarantee
11 800-345-1515 QVC.com beauty prescription
12 DR. AUDREY KUNIN: That's right.
13 JILL BAUER: No other in-home product can do.
14 And, now, there's fewer 200 to go around.

15 DR. AUDREY KUNIN: You won't find this anywhere
16 in the world. It is a red light emitting laser lotion we
17 call it.

18 JILL BAUER: And, again, what is red light used
19 for in skin care?

20 ON SCREEN: Product description as above
21 QVC Dr. Audrey Kunin DERMAdoctor
22 President and founder of DERMAdoctor
23 Author, clinician, educator
24 DR. AUDREY KUNIN: Red light is used because
25 it's a proven known method of rejuvenation and anti-

1 aging. But prior to DERMAdoctor's Photo Dynamic
2 Therapy --

3 JILL BAUER: You couldn't get it at home.

4 DR. AUDREY KUNIN: -- you couldn't have a
5 lotion at home --

6 JILL BAUER: Yeah, mm-hmm.

7 DR. AUDREY KUNIN: -- that did this type of
8 simplicity.

9 JILL BAUER: Mm-hmm.

10 ON SCREEN: Product description as above

11 QVC 30-Day Money Back Guarantee

12 800-345-1212 QVC.com beauty prescription

13 Automated Ordering

14 DR. AUDREY KUNIN: Was your moisturizer --

15 ON SCREEN: Product description as above

16 QVC 30-Day Money Back Guarantee

17 800-345-1515 QVC.com beauty prescription

18 DR. AUDREY KUNIN: -- it's your SPF and it's
19 your red light emitting lotion. For seven hours, you're
20 going to be attacking those lines, you're going to even
21 out the skin tone, you're going to become more radiant
22 and just healthy, youthful appearing.

23 ON SCREEN: Product description as above

24 QVC 30-Day Money Back Guarantee

25 800-345-1212 QVC.com beauty prescription

1 Automated Ordering

2 JILL BAUER: People are wanting to know,
3 because there are some handheld devices out on the market
4 that also use lights as they put them on their face. Can
5 I use this product in conjunction with that?

6 DR. AUDREY KUNIN: Absolutely.

7 JILL BAUER: Because it's still a light
8 product.

9 DR. AUDREY KUNIN: Yes.

10 JILL BAUER: Yes, okay. So, hopefully, if you
11 were asking that on QVC.com, it should be fine.

12 ON SCREEN: Product description as above

13 SOLD OUT

14 QVC 30-Day Money Back Guarantee

15 800-345-1515 QVC.com beauty prescription

16 JILL BAUER: Bottom line is, whatever light
17 you're out and about in from office light to computer
18 light to sunlight walking the dog, that's what's going to
19 continue --

20 DR. AUDREY KUNIN: Normal daily activity.

21 JILL BAUER: -- to give you the great results
22 from this product. It's sold out.

23 DR. AUDREY KUNIN: Thank you, everyone.

24 JILL BAUER: I have to tell you, there are
25 other products from Dr. Audrey Kunin on QVC.com, so check

1 out DERMAdoctor when you have a second.

2 Great to see you again. Thanks so much for
3 being here.

4 DR. AUDREY KUNIN: Thank you, Jill.

5 JILL BAUER: All right.

6 DR. AUDREY KUNIN: Appreciate it.

7 JILL BAUER: We'll keep our eye out for you.

8 We'll see you soon.

9 (The recording was concluded.)

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1 C E R T I F I C A T I O N O F T Y P I S T

2

3 MATTER NUMBER: 1323245

4 CASE TITLE: DERMADOCTOR, INC.

5 TAPING DATE: DATE UNKNOWN

6 TRANSCRIPTION DATE: MARCH 27, 2014

7

8 I HEREBY CERTIFY that the transcript contained
9 herein is a full and accurate transcript of the tapes
10 transcribed by me on the above cause before the FEDERAL
11 TRADE COMMISSION to the best of my knowledge and belief.

12

13 DATED: MARCH 27, 2014

14

15

16 ELIZABETH M. FARRELL

17

18 C E R T I F I C A T I O N O F P R O O F R E A D E R

19

20 I HEREBY CERTIFY that I proofread the transcript for
21 accuracy in spelling, hyphenation, punctuation and
22 format.

23

24

25 SARA J. VANCE